

ABSTRACT

[65] A method for the development of a design in which design decisions are shaped in part by the conscious and subconscious thoughts of future users of an designed object or occupants of a designed space. Future users or occupants are preferably interviewed by a metaphor elicitation technique to ascertain their thoughts, feelings, and emotions about the specific kind of design under consideration. The data obtained concerning deep metaphors may then be analyzed through use of a deep design filter that breaks down metaphors into relevant dimensions and activating cues. The information on the wants and needs of users or occupants is next prioritized and translated into a series of design objectives through interactive sessions among designers and with the individuals interacting with the design. Finally, the design objectives are evaluated, refined, and implemented in creating the design for the product or building. The present invention is particularly useful in the development of architectural designs.